SYSTEM AND METHOD FOR ENABLING IDENTIFICATION OF NETWORK USERS HAVING SIMILAR INTERESTS AND FACILITATING COMMUNICATION BETWEEN THEM

ABSTRACT OF THE DISCLOSURE

A system and method is provided for enabling identification of network users having similar interests and for facilitating communication between them. An Internet-based (or "on-line") application is provided that: 1) facilitates the identification of users having similar interests using web-browsing behavior; 2) determines the virtual distance between web sites; and 3) utilizes profiling techniques and user-supplied descriptive information to facilitate direct communication between users who need not have had prior contact, and without requiring the participation of the visited web sites.